

Establishing A Strategic Direction

ARTSA General Meeting 5th December 2012



The Process So Far:-

Today

Goals

Q2. What do you believe to be the THREE major goals that ARTSA must achieve in the coming 18 months?

Our challenges?

1. What are the key challenges facing ARTSA today? 1/2

Challenge	Risk	Counter Strategy
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SWOT Analyses

Strengths

Weaknesses



Philosophy

Mission Statement:

ARTSA brings together road transport industry suppliers to promote practices and technologies that enhance safety, productivity and the reputation of the industry.

Our Vision is to be:
 Renowned for ethics, honesty and integrity in all our activities
 Increased awareness of regulators to current issues
 The most valued industry body in the eyes of our members
 The most respected technical resource body within our industry
 An engaged contributor and participant in the framing of road transport regulations
 Actively engaged in the development of new people for our industry
 We want our members to state proudly that they get recognizable benefits from their membership of ARTSA

Core Activities
 Promoting and advocating functional and sensible regulatory change
 Sharing knowledge and skills in our industry
 Advocating the use and benefits of quality components and their identification
 Promote the correct maintenance of vehicles & components through best practice
 Keeping members informed about important developments in our industry
 Assisting in the provision of useful market information to members
 Encouraging networking and the development of professional and corporate contacts
 Identify and seek access to research and development funding for equipment, parts and services in the road transport sector

Resources/Resources
General meetings per annum (venue TBD) Detailed project plan approach for each activity – team charter, timelines, resource requirement, mandatory for Change list) Launch brake code Meet and plan detailed launch actions (by??)
1 by December '12 review existing approvals 2 registration data by state and rego category 3 stats by manufacturer Beyond 1st ATA by end of Jan to explain the ARTSA role in relation to the ARTSA registration team
Change to the PBS braking standard 4. Led "PBS FIVE YEARS ON" seminar

Goals

Current state assessments

Strategic analyses

Establish our mission and vision statements



Philosophy

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Aligned Goals

- **Goal 1:** Deliver “Tangible” outcomes that are relevant to our membership base (EG. Brake Code, Change Proposals, general meetings)
- **Goal 2:** Broaden revenue base beyond just subs from members
- **Goal 3:** Marketing ARTSA



Let's take an example

Goals

EXAMPLE

Q2 contd. What do you believe to be the THREE major goals that ARTSA must achieve in the coming 18 months?

Comments	Are we doing it now? Where can we find the goal today?	Targets/Measures/Resources
<p>2. Broaden revenue base beyond just subs from members</p> <p>Executive Champion: Peter H and Rob P.</p>	<p>No (in an adhoc way perhaps), No SMART goal</p>	<p>Income(current 40-50% derived from membership fees) TMC content?? Grow membership Target funding from regulators Accredited training</p> <ul style="list-style-type: none"> • Renew 3 yr. contract to deliver TMC content to ATA (from Dec 2015) • Hold face to face with ATA to set ARTSA expectations
<p>3. Marketing ARTSA</p> <p>Exec champions: ROB D'C and Brian Thomas</p>	<p>No, No SMART Goals</p>	<ul style="list-style-type: none"> • Develop channel strategy Truck OEM's, Trailer, OEM's ,Parts and equipment suppliers Consultants & Services, Government ,Other Associations Social Media • Brand and Name of ARTSA • ARTSA visit each of the State regulators and NTC, TCA, NHVR and communicate the ARTSA 3 year plan, seek alignments and synergies, target funding. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Two "big hitter" ARTSA led conferences</p> <ul style="list-style-type: none"> • Sandown safety day (PBS related for March '13, promote to international delegates attending) • Melbourne Truck and Trailer show </div> <p>Remain relevant to upper hierarchy of ATA Accredited training PBS</p>

Goal 1 contd.: 1. Deliver “Tangible” outcomes that are relevant to our membership base (EG. Brake Code, Change Proposals, general meetings)

EXAMPLE

Scope of tasks	Executive Champion (s)	How will task be measured (units, %, \$, etc.)	Detailed actions and list resources required (if any)	By When
<p>TMC 13 and beyond</p> <ul style="list-style-type: none"> Meet with ATA by end of Jan to explain the ARTSA role in TMC vision Organise the ARTSA negotiation team 	Rob P			
<p>PBS Review</p> <ul style="list-style-type: none"> Promote change to the PBS braking standard ARTSA led “PBS FIVE YEARS ON” seminar before Sandown Safety Day 	Rob d’C	<ul style="list-style-type: none"> Must attract speakers, sponsors and delegates from all corners of industry and government or it will risk being a hot air fest. Aim for 100+ delegates and a two-day agenda. Should make a handsome profit to spend on future work. 	<ul style="list-style-type: none"> Attract speakers (assessors, certifiers, PRP members, road authorities, local govt, NHVR, NTC, truck and trailer manufacturers, operators. Generate list of sessions/topics e.g. summary of past 5 years (NTC), plan for next 5 years (NHVR), success stories, war stories, access issues, assessment & certification issues, technical problems with standards, change procedures for standards, OEM certification, blueprint development, commercialising approvals, ownership and copyright of designs, interfacing PBS to OH&S requirements. Outdoor display of interesting PBS trucks. Attract delegates. Attract sponsors. 	<p>Start planning in 2012 or we will run out of time. Need to be sending out leaflets with key speakers and sponsors in late Jan/Feb 2013 for early March seminar.</p>

Summary of ARTSA aligned 2013 goals

Goal 1: Deliver tangible outcomes

- Hold 4 high quality general meetings per annum
- Develop structured project plans for all core activity projects
- Launch brake code by March 7th
- Pursue trailer statistics
- TMC '13 and beyond – ARTSA's position
- PBR review “PBS 5 years on”

Goal 2: Broaden revenue base

- Review membership growth and revenues
- Prepare funding proposals for industry and regulators
- Develop ARTSA training revenue plan

Goal 3: Marketing *ARTSA*

- ARTSA affiliations tour
- Big hitter ARTSA led conferences – PBS and MT&TE show
- Develop Trailer channel
- Engage in social media activities